

Irmãos Bretas, Filhos e Cia in Retailing (Brazil)

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Abstracts

Irmãos Bretas, Filhos e Cia is expected to focus on the opening of new outlets over the forecast period. Chilean multinational Cencosud, the owner of the company since 2010, is currently pursuing aggressive growth strategies throughout Latin America, and Irmãos Bretas is likely to follow the same trajectory. The focus will continue to be centred on the states of Minas Gerais and Goiás. During 2012, the company opened a new hypermarket in the city of Ipatinga and a new supermarket in Unaí, both...

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